



OFFICE OF THE COUNTY EXECUTIVE
Milwaukee County
SCOTT WALKER • COUNTY EXECUTIVE

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For more information, please contact:
Rod McWilliams (414) 278-4216 Cell: (414) 235-6592

WALKER ANNOUNCES RESULTS OF ZOO ECONOMIC IMPACT STUDY

Study Shows Zoo Has Profound Impact on Regional Economy

MILWAUKEE – At a press conference today, Milwaukee County Executive Scott Walker and Zoo Director Chuck Wikenhauser announced the results of a study performed by the UW Milwaukee Institute for Survey and Policy Research that analyzed the economic impact of the Milwaukee County Zoo on the region.

The study concluded that the total estimated direct and indirect impact of the zoo on the four-county area is \$112.1 million in output, \$38.1 million in earnings, and 1,297 jobs, and that the Milwaukee County Zoo is not only one of the finest zoos in the country but also a major contributor to the economy of the area.

“This study validates the commitment the county has made to the zoo,” said Walker. “The Milwaukee County Zoo is not just a quality of life asset of the county, but an important part of our regional economy.”

The study also predicts a significant increase in the impact of the zoo on the economy with the zoo’s planned construction of the US Bank Gathering Place entrance.

The complete study can be viewed online at www.milwaukeezoo.org.

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